

We have received the following guidelines from UGLE's Director of Legal Services regarding the need for care in taking photographs which we may wish to use in our social media activities such as website, Facebook and Twitter. It is important that we adhere to these guidelines and those brethren who post on our media accounts are requested to check when photographs which include members of the public are received for publication that they have been adhered to.

*"For photographs that might contain a large number of people then it depends on the context. For example, at a fundraising event to which the public are invited, attendees might well expect that photographs would be taken for publicity purposes for the Festival. If this is the case, it is best practice to include information in marketing materials (posters, tickets, sign at the entrance etc.) indicating that a photographer might be present. The wording should describe all of the ways in which the photographs could be used and how someone can opt out if they wish, for example:*

*"[Event name] is a public event and a photographer may be present. Images from the event may be used in publicity about the event and in publicity for future similar events. Please contact [name] if you do not want your image to be used in this way."*

*In this situation there is no need to obscure any faces in your post or article unless you have received an objection.*

*Where an event is not public or it is not reasonable to assume that a person is aware that their photograph may be published, consents should normally be sought from all of those identifiable in the photo before it is used by the Province. However, if groups are posing for photos then the photographer should tell them before taking the photo what the photo might be used for, giving them the opportunity to remove themselves from the shot if they don't want their image to be used in this way."*

Apart from our tercentenary celebrations, in recent years our only public events have been open days. Non-public events such as donations to charities create most of our publicity and the key advice regarding such events has been highlighted in red.

10/2019